

# A MERRY CHRISTMAS TO YOU ALL

## THE CYGNUS

Vol. 1, No. 7 THE COLLEGE STAR — A RESONANT VOICE DECEMBER 1979

### Do it yourself Summer Employment



Frank Nadler won the contest for choosing the company name. He received an engraved brick. (But what else) Business and Commerce Chairman, Ed Dunn and Dale Ferrel, the instructor made the presentation.

Six students in the Small Business Management elective class have formed an enterprise called RE-BRICK-IT. The company which was registered last week has the chore of cleaning the bricks next summer from some of Toronto's oldest homes which are being demolished.

The rest of the students have been busy gathering information which will

help the owners get their business started.

Yellow and red bricks from yesterday are bringing a good price these days. Up to 45¢ or more per brick when a combination of colours are offered. Fireplaces, restaurant facings and barbecues are some of the uses of these old bricks.

The class is presently preparing a

prospectus to prove that the company can be profitable. This should result in a sizeable loan to buy a truck, pay for equipment, cover marketing costs, and of course, pay for more students to work at the project. Here is your chance for summer employment, a clean atmosphere and hopefully, clean bricks.

### Jobs, Jobs Jobs .....EMPLOYMENT OPPORTUNITIES.....

The Federal Government offers a retraining program for those with out remarkable skills or those whose current skills can no longer be utilized. Students at St. James Campus who are on a Manpower program through out the Canada Employment Centre (Manpower), Unemployment Insurance Commission or as a fee-payer will be aware of this. The aim/goal of the retraining program is obviously to place you in suitable employment and lower the unemployment and welfare rolls.

The Placement Office on this campus is located at the Adelaide Street entrance, Room 110, but effective January 2, 1980 we will be acquiring new accommodation at the front of the building, in the current Part-Time Studies Office, Room 166. Thelma Tanenbaum is the Employment/

Placement Officer for Manpower Business and Commerce programs. All Business & Commerce students enrolled in a Manpower program must register with the Placement Office four/six weeks prior to graduation. Students who do not graduate are also requested to come in and register at the time of their termination.

Job Sessions are given weekly to familiarize students with employer requirements. Advice on application forms, resumes and grooming is given to help reinforce employer demands.

Statistics on job placement are kept up to date for the Federal Government and George Brown College. It is imperative that all students of the Manpower & Business & Commerce program register for employment through the Placement Office. Those students who find a position through

their own volition must still report to the Placement Office.

Students receiving unemployment insurance may find it difficult to collect U.I.C. monies after graduating if there is no record or file of the student actively seeking work. This also applies to students currently receiving welfare allowance.

The credibility of the retraining program and of the college itself can only be maintained by the number of students placed through this office. Students may only be placed in a job once. Should they lose their job (or any reason) they must then utilize the services of the Canada Employment Centre or seek employment on their own.

### Marketing Club Attends Sell-out Luncheon

By Sylvia Richardson

Although sale of tickets was restricted to 160 among the entire marketing community in Toronto, George Brown Marketing Club was held by the Toronto Chapter of the American Marketing Association on November 13, at the Hotel Plaza II. The Chapter members appreciate the keen interest displayed by the G.B. students and their regular attendance at the monthly meetings.

The Chapter monthly luncheons/diners always attract a large crowd but this event was sold out almost as soon as tickets went on sale. The drawing card was the speaker, Donald Scott McGivern, President, Director and Chief Executive Officer, Hudson's Bay Company. The topic he had been asked to speak on was "Department Stores as a Retail Force — Have They Seen Their Heyday?"

Mr. McGivern began by stating that if department stores are on the decline, he had made the most monumental blunder in the over 300-year-old history of the Hudson's Bay Company! He was, of course, referring to the take-over by the Bay of the Robert Simpson Company earlier this year.

Quoting figures from Stats Canada, Mr. McGivern showed that department stores have recently been overtaken in number of square feet by discount stores but the department store have not only held their own in sales, they have increased their market share since 1976. Specialty stores and chains are showing rapid growth, but are such a recent development it is difficult to make a comparison with department stores. He made the point that most of this growth has been due to the increased number of shopping centres, and since these centres find it essential to have a major department store as an anchor to attract customers, the specialty and chain store growth

really depends on the department stores.

Consumer characteristics are changing. In the past, selling emphasis was on a family composed of 1 male and 1 female adult, 2.4 children, living in a house on ¼ acre of land etc. Greater household diversity is evident today with increased number of singles, working married women, single parents, etc.

Department stores and supermarkets in the same location will be more beneficial to the consumer who, in response to the energy crisis, will make fewer shopping trips but spend more money each time. Mr. McGivern made several other predictions for the future:

— local independent retailers will disappear as competitive pressures will be just too great for any hope of survival.

— there will be a change in products offered with growing emphasis on services for profit: travel bureau, ticket sales, car rentals, financial services, etc.

— "cookie cutter" pattern of department stores will disappear to some extent. Instead of just carrying more parks in Winnipeg stores and more raincoats in Vancouver stores, merchandise and services will relate to each store's trading area but not so far as to wipe out store's national image.

— there will be an increasing use of self-service since service costs money versus the price applied department stores must have to remain competitive. They can no longer give the level of service they would like to offer.

Mr. McGivern feels the forecast for department stores in the 1980's is bright and as for "Have They Seen Their Heyday?" — "Certainly not, they have not even reached their peak!"



The Afro-Caribbean Students Union, sponsored a Disco Dance contest on Friday, November 30th in Room 185. The dance contest attracted a capacity crowd and the talented winners of the contest shown above are: L.R. Vince and Anna (3rd), Andrew and Donnette (1st) and Adele and Abby (2nd).

### The Cygnus Contest

The Cygnus is the student newspaper produced by students at the St. James Campus of George Brown College. The Casa Loma SAC has purchased a monthly page in the Cygnus. To encourage submissions SAC is sponsoring a contest which is open to all the staff and students at Casa Loma. Every month we will pay \$20.00 for the best article and \$10.00 for the best cartoon, photo or drawing. We, of course, will select the best material for the newspaper. The articles can be hand written and should be between 100 and 200 words. The cartoon, photo or drawing can be any size.

The articles or drawings must be submitted by the 15th of every month for the next month's issue.

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# EDITORIAL

## Education: It's up to you

by CAM JOHNSTON

Teachers can stand in front of their classes and talk 'til they are blue in the face.

Students can attend every class of the year, do all of their homework and do well on every project or quiz.

Yet in the final analysis, the student will only get out of their educational experience exactly what they put into it.

During the summer months of this year, long since past, a small handful of students spent almost every day here at school, preparing a program of activities that would keep the students amused from September 'til April.

Come September, the ball was passed on to you, the students, and in order to pass it to you rather than simply drop it upon you, the Student Handbook featured an activity invitation entitled "I Will Be Somebody at St. James".

As explained in the handbook, a major part of learning and enjoyment comes from your involvement in organized clubs and activities.

Employers will also place a good deal of weight on any involvement you might have had in this area, the handbook went on to say.

This year, there are twelve separate clubs, four representing committees, plus the newspaper and the yearbook groups at St. James Campus.

Involvement in these clubs seems to be doing well; better than in many years before; better than some SAC expectations and yet in some ways, not as well as it could be.

It would have been nice to see every person who filled out the "I Will Be Somebody" form show up for the founding meetings of these clubs. For various reasons though, not everybody showed up. That's not a crime. They won't be singled out for ridicule, nor will they be given points for having good intentions but having fallen by the wayside.

It's the students who showed up, the ones who stayed and the ones who worked that we want to recognize... just as an employer will recognize that extra bit of effort too.

To the students who made this happen, BE PROUD! Never let anyone underestimate the creative powers of a student (as opposed to the Iranian kind).

You are a part of this college and because of your efforts, this school is a better place.

Your involvement and support is a wonderful thing to see. Thank you. Your school salutes you!

### SAFE DRIVING

So the Christmas season is upon us again and we all know what that means don't we? It's RIDE-time (Reduce Impaired Driving Everywhere)!

From now 'til the end of the year, Metro's finest sharp-shooters in blue will be out doing their thing, serving and protecting and pulling over cars for random spot checks for impaired drivers.

Since the cops have nothing better to do (catching real criminals is too difficult and they have already busted most of the hookers and closed most gay bars), it looks like the RIDE lunch is here to stay.

The best course of action is to take some steps to avoid the RIDE guys. Like F'rinstance: 1) take taxis if you are going to be drinking... impractical, since we are all not paid as well as the marksmen 2) don't travel on the main thoroughfares... cops don't go down dark streets because that's where the real crime takes place 3) don't drink... a ridiculous suggestion!

If you are unfortunate enough to be stopped, there is little you can do. The Canadian judicial system does not protect you... even though one fundamental rule of law says that you do not have to give evidence against yourself. You must submit to a breathalyzer test, if asked. If you refuse, you will be charged and convicted and the fine is the same as if you were blind drunk behind the wheel.

Do not try to reason with the man. Generally, their personalities show them to be little more than school yard bullies who exercise their power trips with the help of the Police Commission, the provincial government and their guns.

Bullies do not respond well to reason.

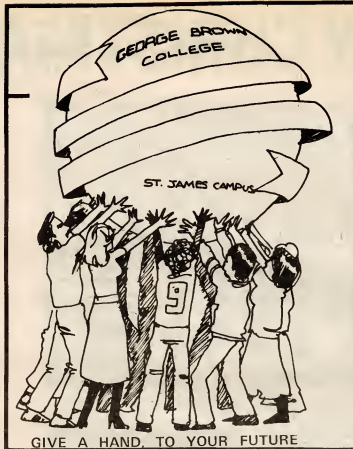
Do not persist in arguing with them either, or you may be charged with obstructing justice.

Do not call them names, no matter how slight. These boys have very thin skin and when their feelings get hurt, they will retaliate by charging you with assault.

About the only thing you can do if stopped, is go quietly, ask how much the bail will be, if you are not released on your own recognizance and try to pay it.

You will NOT be offered a phone call. You have to ask for it and even then, chances are that one of the characters at the station will make the call for you.

Finally, a suggestion that some may see as being irresponsible: Refuse to take the breathalyzer test. What the hell, if you are going to bet a criminal record, it may as well be for trying to live by a legal right that we used to enjoy, even if you don't now.



## From the President's Desk

By Grayson Stedman

Fall semesters are usually very short, nevertheless, very much has been achieved by the Student Council during this semester.

### Incorporation

This was one of the major objectives of the Student Council this fall. A number of Student Council meetings were called specifically to consider and adopt the various articles for incorporation. This process has been completed and a final draft with all the amendments will be presented at a meeting in early January for approval. The Student Council has been receiving assistance, from outside organizations and individuals, in finalizing the articles of incorporation.

### Clubs and Associations

A number of clubs and associations have organized lunch time seminars and they have been quite successful. Some clubs have not been very active, however, with a longer spring semester, I look forward to more club activities and educational seminars. A special mention must be made of the seminars organized by the P.H.D. and Accounting Clubs.

### Liquor Licence

The administration has informed the Student Council that the St. James Campus has finally received a liquor licence. The liquor licence was a long drawn-out issue between the administration and the Student Council. The Student Council looks forward to having occasional social activities on campus next year. We shall keep you informed in the new year.

### Multi-Cultural Day

Plans are well on the way for boosting the show on this campus on March 13, 1980. An organizing committee has been in operation under the direction of Maurice Chambers, the co-ordinating director. The show has the full support and backing of the Board of Governors. The Student Council will be calling on various interested students for assistance in the new year.

### Student Council Meetings

Class reps attendance at Student Council meetings has been disappointing. However, I would like to extend my appreciation to the class reps who attend meetings regularly and I look forward to the class reps who attend meetings regularly and I look forward to your frequent attendance at meetings next semester. The Student Council will endeavour to make greater efforts in getting all class reps to come to meetings.

### The Christmas Season

This is a time of year when all men extend good will to their fellow students and friends. This semester has been an enjoyable one for all. I have met quite a number of students and have made many friends. The Student Council looks forward to the usual co-operation and active support in the new year. The Student Council Executive and myself extend to you an enjoyable, white, Merry Christmas and wonderful New Year. Don't overdo it and don't do what I want to do. See you on January 3, 1980!

## Letters to the Editor

Dear Editor:

It is the aim of Chinese Students' Association to serve and introduce Chinese culture to our fellow students. We are very happy to say that we have been making a tremendous effort to fulfill our objective. We have organized a Bowling League, a table-tennis competition and Chinese Movie shows. While the sports events were somewhat disappointing, with little participation from non-Chinese George Brown students, the movie shows, from non-Chinese Geo-

shows, particularly Kung Fu movies, enjoy a modest success. It is obvious that our fellow students enjoy entertainment more than sports.

We hope we would continue to provide better activities to serve our fellow students in the coming year. We like to thank you for your support to make this successful year possible.

— Publicity Officer

### THE CYGNUS

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CARTOONIST  
Terry Grundy  
PHOTOGRAPHER  
Norman Lai

The Cygnus is published monthly by the Student Council, of the St. James Campus.

We try to serve the needs of all George Brown students from all campuses. Any contributions from students or staff from any campus will be given fair and impartial consideration.

The articles published herein are the opinions of the author and not necessarily those of the Cygnus editorial staff, the publishers or the administration.

To the Editor:

The editorial in the November issue of Cygnus "Teachers' Life Too Short... Soft Vows Not To Strike" has prompted me to reply to certain points made in the article.

My primary concern is that the authors failed to identify the key issue, i.e., that quality education can only be achieved through teacher-student collective effort. It is not the teachers who establish the priorities for our education, for instance determining cut-backs, among other things. Student-teacher solidarity would be one effective means to receive the best possible training.

The fact that the teachers voted against strike action should be interpreted as a sign of their concern for the students. A strike of teachers can only be effective when student support is assured. The assertion that the students are "pawns" in this case is therefore inappropriate.

Many George Brown students previously were members of work force and perhaps have experienced first-hand, the importance of unions for all types of working people, teachers included. Hopefully, those students who wrote and/or support the editorial will learn the significance of solidarity in a labor struggle. As students, this lesson is of no less consequence.

As for the few facts mentioned in the article, they too are either incorrect or misinterpreted. The teachers in fact work 190 teaching days, and 10 so-called duty days as well. Two hundred work days is the norm today for most teaching jobs.

Finally, I question the statement in the editorial that "teachers do not have the support of the students in these contract negotiations." The underlined is proof of the incorrectness of that statement. I would like to think there are others as well.

— Susan Meurer  
Graphic Arts

## Emergency College Closing

In the event of an emergency, such as hazardous weather conditions, which necessitates the closing of the College or part of the College, announcements will be broadcast on radio stations C.B.L. (C.B.C. Radio 7.40) and C.F.R.B. (10.10).



# Kensington News

The Kensington Student Council Executive recently appointed Jocie Steinkopf, Vice-President to replace Bill Melynychuk, who did not return to the college, this year. The appointment was approved by a vote of the Council reps.

Jocie is a graduate of the University of Ottawa and brings executive experience from various organizations.

Ellen DeBoer, President of the SAC here at Kensington announced her resignation at the SAC meeting November 28th. Stating, "lack of time and a heavy workload," as the reason. To replace this void, the Council voted to accept the Executive proposal of having Jocie Steinkopf and Vaughn Hughes, the Treasurer, become co-presidents for the remainder of the school year. Council is now looking for a qualified person, interested in taking over the Treasurer's duties. Applicants should inquire at the office in the Student Lounge in Room 3113.

## TOTAL COLLEGE EFFORT, FOR CULTURAL SHOW

On March 13, 1980, the students of George Brown College will be staging its annual Multi-Cultural Day Show.

The show, which is in its 8th year, features cultural exhibits by students and community groups and is in essence, a celebration of the cultural mosaic, that is Canada.

For the past 2 years, the show has been staged at the St. Lawrence Market. The March 1980 show, however will be staged at the St. James Campus where the physical and human resources of the college can be utilized to the fullest.

Over the years, the students of St. James have enthusiastically involved themselves in the organizing and running of the show and this time around, will be no exception.

An unique feature of the March 1980 show will be the participation (on a large scale) for the first time of students from Casa Loma, Kensington and College Street campuses. The input that our sister campuses will provide, will undoubtedly make the event, the most colorful, exciting, entertaining and educational experience, George Brown College has ever seen.

This year, the Director of the show's co-ordinating committee is Maurice Chambers, a 5th semester Business & Commerce student from St. James. Mr. Louis March, the Business Manager of the St. James Student Council is the Executive Director.

The president of the college, Mr. Douglas Light, the mayor of Toronto, Mr. John Sewell, the Minister of Education, Mrs. Bette Stevenson and John McRae (Human Relations instructor) will be among the dignitaries present at the opening ceremonies.

Students and staff are urged to get involved in this major presentation. Further information available at 368-4641 or in the St. JSC office (room 124).

Anyone unaware that there is a student lounge at Kensington can check it out in Room 3113 beside the Baldwin St. doors in Building 3. The lounge provides a place to relax, listen to music, play pinball, backgammon, checkers and cards. All of which are available from the office.

People interested in printing murals, graphics, etc. on the lounge walls are urged to enquire through your class rep or the office.

Pub Nights at Kensington are held at the El Mocambo every other Thursday. Come out for some fun. SAC wishes all students of GBC, Kensington Campus, the best during the holiday season.



## STUDENTS COUNCIL TO INCORPORATE

by FRANK JURENAS

The incorporation of the St. James Student Council will give students more responsibility in making decisions without administrative interference according to Grayson Stedman.

The president of the St. James Student Council said in a recent interview, the incorporation, which he expects will be in effect by April, will bring benefits to students. "One advantage is that the student body will be free to enter contractual obligations with outside bodies without the administration's approval."

"This will include things like agreements for the printing of the yearbook and handbook. Now the Administration is a signatory on the Student Council cheques for disbursement of funds."

Stedman also noted voting on policy matters given would be to a Board of Governors of 13 people, composed of two representatives from each of the divisions of Business and Commerce, Nursing, Electro-Mechanics and Graphic Arts and one from Manpower. The other members of the Board of Governors will be the President, Vice-President, Social Convenor and Treasurer.

"Decisions will be made by representatives from all five divisions. Now B and C or Electronics could gang up and make decisions for their own self-interest," he commented.

Although the incorporation is the major change affecting student government in 1980, the accounting major said there were other events being planned for the year.

"Students have expressed concern that the prices of the bookstore are not competitive with other bookstores and the Student Council is asking students to sign a petition protesting these prices. The Student Council is also undertaking a research study on the prices of other bookstores."

Stedman also suggested there were other changes he hopes to see within the next semester. "I would like to see a strengthening of relations with Casa Loma and Kensington Campuses, maybe one student handbook by the three student bodies."

I would also like to see regular meetings with the College Principal and various divisional heads. This does happen at Kensington."

Stedman said the main problem he has encountered during his first semester as President is the difficulty in getting students to participate in getting studies.

"The attendance of class presidents at Student Council meetings has been low. This can be partly attributed to this being a short semester with a heavy workload. Attendance should be better in the second semester with the workload spread over a longer semester."

Despite this problem, though, Stedman says the first semester has been worthwhile, in particular his relationship with the College administration has been positive.

"I have gotten my ideas across to the Administration and they are responding favourably. So far there have been no problems."

"I have had audiences with the College President and he has provided favourably in assisting the Student Council in fulfilling its objectives."

# Cygnus Woman



Janet MacRae is a first-year Business and Commerce student at St. James. In her spare time, when not caught up in school and homework, good times include skiing, tennis and "SOCIALIZING". Janet's home is St. Kitts. Future plans are undecided but her main concern at the moment is to pass EDP. "I hope you're reading this, Mr. Moore!"

## A Taste of the Real World for G.B. Marketing Students

By Sylvia Richardson

The entire 3rd semester marketing class has been deeply involved in its major term project in the Marketing Research course, one of the three marketing courses in this semester. What made this assignment more exciting and more demanding was the fact that the class was doing an actual research project for a real business firm, Concepts in Print. This came about as a result of conversation between our students and some marketing executives during one of the monthly meetings of the Toronto Chapter of the American Marketing Association which many students from the George Brown marketing club attend.

Mr. David Clark, of the client firm visited the class early in November. He gave a brief sketch of his company's background and the objectives the research was to accomplish. Concepts in Print, experts in print communications, specialize in helping business firms and government agencies examine their various methods of print communications, analyze them and improve them. Many firms, especially the larger ones, use a wide variety of print materials today ranging from annual reports and financial statements to personnel training manuals, instruction pamphlets and general information or public relations brochures.

The research task involved setting feasible objectives, developing hypotheses and selecting the interviewing process — mail, personal or telephone. This done, a questionnaire had to be developed and tested. This was an agonizing process and involved several heated class discussions since the choice of each word used in the questions, the word order, the question order and the choice of questions are all vital decisions. If the questions asked are not precisely suited to provide the data required, the result is a great deal of useless information.

Choosing the companies to be

included in the sample was another difficult decision. Since neither budget nor time enabled cross-Canada interviewing (what a shame!), Metro-based firms were chosen. A sample of over 100 were decided upon and of these, 12 were picked to pre-test the questionnaire. This reinforced for the students the importance of pre-testing, since some of the 12 had difficulty interpreting the questions. Back to the drawing board and more heated discussions!

Finally, a questionnaire, approved by all, was prepared and the students were each assigned a group of companies they were to handle. The students had to telephone each of their firms, contact the persons concerned, ask for his/her co-operation in completing the questionnaire, mail it out and then, on a pre-arranged date, travel to the firm's office and pick up the questionnaire.

Anyone who has ever used the school's pay telephones to make a series of business calls may have some idea of how frustrating this one part of the assignment became. Picking up the questionnaires was no easier. Well, suffice to say, neither cold nor rain, sleet nor snow prevented the students of 3A3 from accomplishing their task.

That, of course, was not the end. All there was at that point was a formidable stack of papers with a lot of funny looking squiggles in the areas marked "OTHER", the classification dreaded most by the research team which now had to code, tabulate and analyze the information. By the time this was done, the students were convinced classes relating to Deciphering Handwriting should be included in the Business and Commerce course!

Nevertheless, the findings were finally assembled and the presentation for the client was written. It is hoped the client will learn as much from the research as the marketing students learned from doing it.

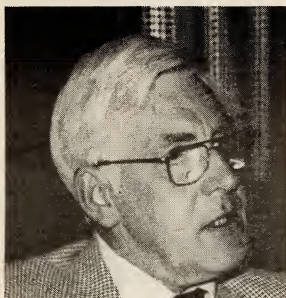
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## Principal's Christmas Message

# A MERRY CHRISTMAS WISHES



MR. M. SYKES  
PRINCIPAL

ST. JAMES CAMPUS

On the one hand it is a relatively easy matter to prepare a message of goodwill for the Christmas season. All the stock phrases are there to be dusted off and refurbished ready to take their place among all the other visible and audible signs of good cheer, good fortune and goodwill.

On the other hand, the task is a difficult one if the reasoning of the years has worn away some of the excitement of the occasion and sincerity of expression appears strained. So which shall it be, an easy resort to tradition or a more searching statement without the frill. I think I shall settle it by asking you to decide for yourselves. But I will help: From time

to time I have found the following except to be reassuring in my life and I offer it to you in the hope it may have some meaning in these times of profound change:

This above all to thine own self be true

And it must follow as the night the day

Thou canst not then be false to any man.

Oh! and by the way, A Very Merry Christmas!

M. Sykes  
Principal  
St. James Campus

\*\*\*\*\*



Happy holidays from the staff of the Student Placement Centre, St. James Campus. May your wishes for the perfect job come true in the New Year — through the Placement Centre.

See you in our new location at the King Street entrance, Room 166 in January, 1980.

\*\*\*\*\*

Students of St. James Campus:

I am delighted to have this opportunity to extend Season's Greetings. To those of you for whom Christmas is not a religious celebration — may you have a happy and enjoyable holiday.

May you all return rested and refreshed — ready for a busy semester of study and participation in student activities.

— Barbara A. Ferrett  
Director, Student Services

\*\*\*\*\*

## A REAL VACATION FOR CHRISTMAS

Do you feel tired after your holidays? Do you overtax your body during your holidays instead of finding peace? Think of your jangled nerves, stiff spine, rounded shoulders, and ill ventilated lungs, coated with tar and nicotine; the result is shallow breathing, poor concentration and very little will power.

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— Love and Kisses

\*\*\*\*\*

A very special merry Christmas to all the first semester nurses.

— Joe M.

\*\*\*\*\*

Stella, have a nice Christmas holiday. I love you.

— Frank

\*\*\*\*\*

Hi Mom, I'm failing again, this time in insurance...

— Love Bob H.

\*\*\*\*\*

Salv! From the Italian Club...

— Yoli

\*\*\*\*\*

Hi Claudine, have a nice Christmas, it's been great since kindergarten...

— Pogo P.

\*\*\*\*\*

Dear Jennifer, hope you have a nice Christmas.

— Love Henry

\*\*\*\*\*

A special Christmas wish to B109 IF... From Jeanie, Joanna, and Donna.

\*\*\*\*\*

Hi Joane, you've been wonderful to me all year...

— Love John

\*\*\*\*\*

Hi Enoch, I hope this Christmas will be marvelous. HA! HA! HA!

— Peter K.

\*\*\*\*\*

Merry Christmas everybody. Bam Bam

To Gino, May all your Christmas be bright just like your smile.

— T.D.

\*\*\*\*\*

Hi Tom, you wouldn't recognize the house when you come home for Christmas, we moved.

— Love Mom.

\*\*\*\*\*

To Dixie, May your Christmas and New Year include a lot of ups and downs. Forever yours. Hope you get everything you want (will almost everything) Picciotta Jr.

To Vito! Adint! You make my eyes light up. Merry Christmas J.D.

\*\*\*\*\*

Hey Peter, I presume this Christmas is going to be superb. Enock. Grant, Ishwar and I wish you a Merry Christmas...

— Karen

\*\*\*\*\*

Donska:

I'm glad you got rid of Raff, but what happened to Mary? Don't worry I'll keep away from my admirer! Hope you always stick around! Merry Christmas!

— Picciotta Sr.

\*\*\*\*\*

B105 IC

It was great fun, first semester. Thanks. Merry Christmas and a Happy New Year!

— Pat

\*\*\*\*\*

Fab Four:

We had a riot. May it be the 1st. year of many Merry Xmas and Happy New Year.

— Fan

\*\*\*\*\*

Hi Nabil, I love the way you move around the school. Merry Christmas from Greece and A.B.

Lil, I love your smile. — Charlie (Bam Bam)

\*\*\*\*\*

## Our Changing World

A series presented by Adi Mistry

PERSISTENCE  
There is a quotation: "Nothing in the world can take the place of persistence." Education, talent and genius will provide — but persistence and determination are the key today in our changing business world.

Just as the person who stays with the study of nursing will become a nurse some day, and person who makes up their mind what they want and has determination to stay with it will most certainly obtain it. The trouble with most people is that they don't know what they want. They first want one thing and then another, or perhaps they just mark time hoping for some unknown opportunity to come along.

If they would only choose a goal and pursue it with determination and persistence.

Persistence makes goals come true. If a person persists long enough, he will become qualified for which he seeks. Sure, talent will help, as will genius and education. But the basic fact remains that a person can be quite short in talent and education area and still get where she wants to go.

Persistence sounds easy, but it is not easy at all. All kinds of barriers exist, often one thinks there is no way to get around them. At times like these, the person without enough persistence finds it easy to rationalize abandoning his goal. His excuses may sound fine and convincing, even to himself, but, they are still excuses — nothing more.

Consider the postage stamp, its usefulness consists in its ability to stick to one thing until it gets there.

\*\*\*\*\*

Hi Meeha, it reminds of your love in this special Christmas occasion? Roses are red  
violets are blue  
The Sharper the  
The better the view  
— CP.

\*\*\*\*\*

To Toad:

Merry Christmas and Happy New Year. Thanks for all the favors.

Locker Pal and Bubby

\*\*\*\*\*

It was a pleasure knowing you the way I did, whoever you are...

— Ainsly

\*\*\*\*\*

Bam, Bam, Vincie Poo, Karlie Poo, Slinky Chinky and Big Mama, hope you guys get everything you asked Santa! Merry Christmas!

— Sleazy heazy

\*\*\*\*\*



Adi Mistry

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## Cygnus Man



Louis March, Business Manager for the St. James Student Council and member of the winning intramural volleyball team caters to the interests of students at St. James. An active community worker, Louis enjoys travelling and challenges and will, one day return to Jamaica. The dominant LEO lion guides Louis' future.

### STUDENT ORGANIZED SECRETARIES S.O.S.

#### Results of the Christmas Draw

Winning tickets were drawn by Mr. Dunn:

- 1st Prize \$25 — Mr. Le Page
- 2nd Prize \$10 — Mrs. Snider
- 3rd Prize \$5 — Elaine Wiggins

Better Luck Next Year!

## Cafeteria to Improve

In another step to improve conditions in the St. James Campus cafeteria, a committee was formed at the Student Council meeting of November 21st. The Cafeteria Committee will report directly to the Student Council and will interface with the cafeteria management on various student concerns.

Grant Bristow and Joel John, 1st year Business and Commerce students, and Ray Latour, 2nd year Graphic Arts, will sit on the appointed committee. Louis March, Business Manager for the St. James Student Council, will also work with the committee. "Efforts are presently under way to get representation from Kensington and Casa Loma Campuses," March stated.

Pricing policies, food quality, cleanliness, and service are some of the areas that the committee will monitor for improvement.

After several complaints were made, students were encouraged at the meeting to get more actively involved in improving conditions in the cafeteria.

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# ENTERTAINMENT

## Record Reviews

by Glen Horenblas  
and  
Terry Grundy

well, "I Like The Beatles And My Baby Loves The Rolling Stones", though the best songs are the remakes of early 60's hits: "Please, Please, Please" and "Nervous Breakdown". He also takes his usual poke at record exec's in "Demographics". Altogether, it's a fun album, though a shade less satisfying than "Gotta Have Pop."

### THE BEE GEES GREATEST

I really liked "Spirits Having Flown." But this double-album collection released right in time for the Christmas season should be subtitled "Robert Stigwood Rakes It In." This is actually a greatest hits collection of the latter-day Bee Gees (after 1972) for people who already have the singles. They could have squeezed it into a single album, but that's showbiz. Do yourself a favour: Buy a tape-deck instead. This album proves conclusively that Robin has hair on his chest, too.

### THE BOOMTOWN RATS "The Fine Art of Surfacing"

What can you say about an album that has been praised everywhere and conquered the charts in record time? These guys are the Beatles of the New Wave. Their lyrics are full of nasty, sardonic wit and they are musically very innovative, as is evident on their hit single, "I Don't Like Mondays." It is one of the few successful pop songs in ages that doesn't have drums (though it does have tympany) on it. And on top of this, reviewers everywhere are saying that their live show is unbelievable and calling lead-singer Bob Geldof a "cross between Mick Jagger and Elvis Costello." I'll just say that they're the best thing going in the music scene right now.



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### "GIRLS IN CHAINS"

By Glen Horenblas

Take one part "Waiting For Godot", one part "Young Frankenstein", add a little sadomasochism, necrophilia, etc., try to make a sitcom out of it all and what have you got? A bad play, or more specifically, "Girls in Chains" at the Factory Theatre Lab. Now, I'm not saying that I didn't enjoy myself at the Gala Premier I attended on Nov. 14. I actually found the play, written and co-directed by Robert Siddons, mildly amusing. But I must temper my rather macabre taste with the knowledge that most of the opening night audience would rather have undergone ten times the tortures depicted in the play, rather than have to sit through the play, itself.

The story is about two actresses who are chained and imprisoned in a sort of dungeon by a pornographic filmmaker after having responded to an ad by the same filmmaker. The actresses, Mary Ann Coles and Louisa Katzenstein, except all bloody and tattered, having bandages wrapped around his face, limping and carrying a bloody hatchet. Get the picture?

The director is played for laughs by actor Robert Nassim who occasionally cries out, "My head is leaking." He actually elicited laughter from me several times; such as when he eats excrement-soup; or taking a "live" fly from the girl's soup, he smashes his hatchet down on the table. "There, it's dead now!" I actually found such parts "delightfully bad", if you know what I mean; but I was clearly in the minority. All in all, I thought Nassim's performance thoughtful until his rather untimely death when he received a hatchet in the back. Good thing he got it or it might have been play-weight.

### KENNY LOGGINS — KEEP THE FIRE

Listening to this album, it's hard to believe that this is the same man that once held up half of the dynamic duo that was Loggins and Messina. Sure Kenny's still a lovingly romantic lyricist, but those lyrics get increasingly hard to listen to. Production overkill engulfs his always expressive vocals and melodies become indistinctive with the instrumental onslaught.

One exception lies at the end of side one in the form of "Now and Then", a bittersweet, reminiscing love song. The vocals are up front with just enough instrumental for atmosphere. Unfortunately, all this guy does is love songs, orchestrated and pansyish as a rule. Even on his last album, "Night Watch", Kenny delivered some good rock. That release was unfocused but the individual songs were good. On the latest, we find cohesive, focussed effort, but it's bland — not much fire here.

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### WAVELENGTH

By Christine Cooper

Calling all you Toronto Tonies — Max Webster and Kennedy will be playing at the Gardens on New Year's Eve, it should be a party! Carolyn Mas will be at the Bathurst St. Theatre for 2 shows on Dec. 15. ... FM is also listed to play at the Ryerson Theatre later this month. ... Paul Simon has finished filming his story of a fading rock star. The film includes musicians: John Sebastian, The Family Stone, How Reed, Dead Boy's leader Stiv Bators and the B52's. ... John Lennon is rumored to be heading back to the studios to record his first works since 1975. ... Harry Chapin will be playing at Convocation Hall in January; he'll do 8 shows and opening for him will be his brother Tom. ... New Album releases come from Bob Welch, "The Other One". ... Jefferson Starship "Freedom At Point Zero". ... Karla Bonoff's "Restless Nights". ... Aerosmith's "Night In The Rust" and a double record set from John Klemmer called "Nosaic". ... Movies are also a good bet over the holiday season. They include "The Rose" starring Bette Midler and Quodophilia featuring from the police. ... Also the sound track from "Apocalypse Now" is worth the bucks, it includes music from "The Doors", the "Rolling Stones" and some dynamic classical pieces. ... "You can't take it with you" will be playing at the New Music Hall on the Danforth until late December. ... Christmas buys for the month are "Damn The Torpedoes" from Tom Petty and the Heart Breakers, Nicolette Larson's latest "In the Nick of Time", Ry Cooder's "Top Bill Tury" which is a digital recording, "X-Static" by Darby Hall and John Gas and Kenny Loggins "Keep The Fire". ... Since this is the last issue of the Cygnus in '79, I would like to take this opportunity to thank my Editor and my Staff — Brian, Glen, Irene and Terry for all their time and efforts. Also, to Lovie for putting up with my crazy antics and finally to my readers who make this all worthwhile. Wishing you a Merry Christmas and a Happy New Year. See you in January.

### THEATRE REVIEW

#### OTHELLO

By Alison Lawrence

This season's Stratford production of *Othello* was highly touted as one of the shows to see; it is being brought back for a second season next year. Most of us from the Theatre Arts course saw it on its next-to-closing night and came away rather disturbed at the unevenness of the production. Alan Scarfe, in the title role, was literally incomprehensible at times, notably in the final scenes. His interpretation included a highly musical, rich voice, which was lovely to listen to but at times it was impossible to distinguish his words. I kept praying for him to get better but as the evening wore on he went from bad to worse. What more can you say about a performance when you can't understand a word the actor is saying?

He suffers particularly when compared with the natural, human and fascinatingly two-faced Iago, played by Nicholas Pennell. Natural: his lines were wonderful. His Iago is a great actor, building a complicated tissue of lies about him to serve his own purposes, the kind of villain you love to hate. Domini Blythe as Desdemona was (what a terrible thing to say about her) actor adequate; but the moment that inspired the biggest respect for her was when Mr. Scarfe, in his struggle to emoté, drooled over her on the deathbed. Cassio (Stephen Russell) incited pity as he was caught up in a tragedy he really ought to have had no part in.

Generally the remainder of the pro-

duction held up; but it does get tiring to go to Stratford to see one or two leading actors baring their souls, however successfully or unsuccessfully, only to be off-handedly supported by less than inspired company. The productions are usually visually lovely (*Othello* was no exception, designed by Robin Fraser Payne) and directed with an intelligent but not revolutionary approach (again so was *Othello*, directed by Frances Hyland), but... but... something's missing. And that something was definitely missing in *Othello*: one shouldn't just think "Great!", at *Othello*'s death. The show was worth seeing, but it doesn't deserve the praise that has been heaped upon it, nor does it deserve a repeat next season.

### THE CLASH — THE CLASH (Re-Issue)

By Terry Grundy

"Ullo mates, wot d'ya fenk o' dis new elates we rushed out den, eh? Really it's not brand new 'cos dere's nearly all duh stuff wot got on our first release, plus all our British singles. If you lucky lot got our first album, get this issue, 'cos honestly, we like money and we're sellin' out fast. I mean, check out duh second album. Anyways, reflected 'ere is duh true 'gangsta' spirit and duh fact we don't go in much for takin' bafis."

Personally, I cut down on water totally by never brushin' me teeth. Dis 'here den is a record to riot by. We all got so 'bored wif duh U.S.A., we decided to really let loose our spleens. All of us alternately rock, reggae and defecate through our own songs, and completely cover 'I Fought duh Law' (dis one's right good). Woops, gotta go... LONDON'S BURNING!!!

with Christine Cooper

## "She Moves Like Springsteen But"

By Christine Cooper

They say she sounds and moves like Bruce Springsteen. A female springsteenette is how she has been referred to, but I think the label should be removed. Carolyn Mas is very much her own type of entertainer. This month Ms. Mas returns to Toronto for her second appearance at the Bathurst Theatre on December 15. Though it's only been a few months since I saw her at the El Mocambo, I'm looking forward to seeing her again. With the barrage of female rockers such as Ellen Foley, Rachel Sweet, Leng Lovich and Ellen Shipley — Carolyn Mas will definitely make her mark far above the rest.

Her stage performance is hard, driving and gutsy. When she's performing it's easy to see who is in control. The voice is raw, with an edge of sharpness and yet Mas is not afraid to sit down at a piano and do a solo that is a soft ballad such as "Canadiana Dancer."

A few months back Carolyn Mas released her debut album on Mercury, distributed by Polygram. The first single "Still Sane" opened a few eyes, but personally, I think it is the second single "quote good-bye-tee" that will crack open the market for her. And the rest of the album keeps up with single, unlike so many albums whose standards don't quite live up to their single releases.

I know it's the Christmas season and our budgets are a little bit strained, but dig deep down into your pockets and buy yourself a ticket. It will be a great Christmas present to yourself.

The Tours 'n' Travel Fort Lauderdale trip scheduled for March break SOLD OUT. Mr. Misty, wishes to thank all those students who have booked to make the Florida holiday Big Success. Those who were unable to book and who wish to still go please contact Mr. Misty in Room 362 at phone 967-1212 ext. 544.

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# SPORTSCENE

with Jeffery Nunes



Men's Intramural Volleyball Champions: back row, Ross, Mike, Jules, Louis, Nabil front row; George and Steve formed the Student Council's Turbot Charge Team. The mascot in the back row is "Grover" who brought the team to victory.



## Intramurals

Winning is not the only thing! Participation and enjoyment are! These ingredients have been the key to a successful semester of Intramural Program at all the campuses.

A record high number of classes entered the various activities and congratulations go out to all the students who took part.

**St. James** — The Blind Volleyball League concluded with the Men's and Women's finals. These four teams got to this position after disposing of the other 35 classes that entered. Final results were Students' Council over B109/IG in a decisive 11-1, 11-8 victory.

In the Women's division, the final game was a very exciting one and was decided in three games. B105/IE emerged victorious with winning games of 11-8, 9-11 and 13-11 over Court Reporters who put up a gallant effort. Congrats to the winners and better luck next time to all the other teams.

**Casa Loma** — In Coso Hockey, AR-101-3A defeated EL 106-4A while AR-112 1A defeated Toolmaking Technicians in Volleyball.

**Kensington** — The Floor Hockey finals were between Furniture (Tools) and Chfs E and I with the Chfs winning by a score of 3-2.

The Volleyball championships

by SHEKY YEE WONG

went to Barbars as they defeated Cooks 15-12, 15-11.

In Table-tennis, Joseph Kay emerged as the winner and W. Stephen the runner-up.

### SHORT NOTES

Louis Pasco, a second year Electronics student competed at Ryerson Polytechnics Wrestling Invitational.

Our first campus wide Badminton Tournament was held at the Casa Loma Gym.

The Men's singles was won by Gary Helm Kay, (Carpenters).

Casa Loma over Soo-Hoo (Instrumentation). St. James 15-4, 15-4.

In the Women's Singles, Fong Cheng Liu (Business). St. James defeated Patte Wilson (Fitness) Casa Loma, 15-5, 15-3.

### EVENING INTRAMURALS

The Ice Hockey League continues as Bill Bolton Arena on Tuesdays 6:00 p.m. and Shinney Hockey on Wednesdays at 7:00 p.m.

Co-ed Volleyball and Basketball takes place on Tuesdays and Thursdays 7:30 p.m. at the Casa Loma Campus. Everyone is welcome! Individuals or Teams.

## SPORTS ROUND-UP

### CENTENNIAL BASKETBALL TOURNAMENT

The Men's Basketball Team will compete at Centennial College's Invitational Tournament on December 27, 28 and 29 at their Progress Gym.

### HIGH SCHOOL BASKETBALL TOURNAMENT

Our eighth Annual High School Tournament will be held on December 14th at 3:30 p.m. and continues on December 15th at 10:00 a.m. at the Casa Loma Gym. Some at the top of High Schools in Toronto will be participating including last year's winners, Parkdale. Other schools entered are Vaughn, Port Credit, St. Basils, Neil McNeil, Danforth Tech, and Central Tech, and North Toronto.

### Basketball

The George Brown Women's Basketball Team showed some surprisingly over the Men's Basketball holding a record of winning seven games. The men won four games and lost three in the OCCA Basketball League.

The women's last encounter was against Humber. They defeated Humber College 63-31. The game was played at home on Wednesday, December 12.

Other games played were George Brown defeating Centennial 57-26; defeating Mohawk 59-58; defeating Niagara College 58-48; defeating Cambrian 57-39; defeating Seneca 66-50; defeating Fanshawe 63-42.

Games to be played for the month of December are George Brown vs Sheridan at Sheridan on Wednesday, Dec.



Intramural Volleyball Champions from St. James: 1st row, Carmela Martino, Marlene Taylor, Laurel Wood; 2nd row, Diana Scuzzian, May Lim; and Alda Gomez.

12 at 6:30 p.m.

The Men's Basketball team last game was played against St. Clair College. Unfortunately they were beaten 65-67. The game was played at St. Clair College on Saturday, Dec. 1.

Other games played were George Brown College who lost to Centennial 67-81; they defeated Northern 75-74; defeated Conestoga 89-48; defeated Sheridan 84-67, defeated Seneca 94-74.

December 11 at 7:00 p.m., vs Humber at home Wednesday December 12 at 8:00 p.m.

December 12 at 8:00 p.m.

### Volleyball

The Men's Volleyball Team won five games and lost nine in the Loyalist Invitational Tournament of the OCCA League. George Brown College will be hosting Centennial, Durham, and Georgian Colleges on Saturday, January 19, 1980.

On the distaff side the women's team won three games and lost one when they played Cambrian at home on November 27.

Upcoming games to be played for December are George Brown vs Conestoga at Conestoga on Tuesday



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## HOROSCOPE

### END OF YEAR TREAT



**Aquarius Jan. 20—Feb. 19** - You have an inventive mind and are inclined to be progressive. You lie a great deal. On the other hand, you are inclined to be careless and impractical, causing you to make the same mistake repeatedly. Everyone thinks you are stupid.

**Pisces Feb. 20—March 20** - You have a vivid imagination and often think you are being followed by the CIA or FBI. You have minor influence over your associates and people resent you for flaunting your power. You lack confidence and are generally a coward. Pisces people screw small animals.

**Aries March 21—April 19** - You are the pioneer type and hold most people in contempt. You are quick tempered, impatient, and scornful of advice. You are basically a prick!!!

**Taurus April 20—May 20** - You are practical and persistent. You have a dogged determination and work like hell. Most people think you are stubborn and bullheaded. You are nothing but a goddam Cummunist.

**Gemini May 21—June 20** - You are a quick and intelligent thinker. People like you because you are bisexual. However, you are inclined to expect too much for too little. This means that you are cheap. Gemini's thrive on incest.

**Cancer June 21—July 22** - You are sympathetic and understanding of other people's problems. They think you are a sucker. You are always putting things off, that's why you'll always be on welfare and never be worth a shit.

**Leo July 23—Aug. 22** - You consider yourself a born leader. Others think you are pushy. Most Leo's are bullies. You are vain and can not tolerate honest criticism. Your arrogance is disgusting. Leo people are always bastards.

**Virgo Aug. 23—Sept. 22** - You are the logical and orderly type. This nitpicking is sickening to your friends. You are cold and unemotional, and often fall asleep while making love. Virgo's make good bus drivers or pimps.

**Libra Sept. 23—Oct. 22** - You are the artistic type and have a difficult time with reality. If you are a man, you are most likely to be queer. Chances for employment and monetary gains are excellent. Most Libra women are excellent whores. All Libra's die of venereal disease.

**Scorpio Oct. 23—Nov. 21** - You are shrewd in business and can not be trusted. You shall achieve the pinnacle of success because of your total lack of ethics. You are a perfect S.O.B. Most Scorpio's are murdered.

**Sagittarius Nov. 22—Dec. 21** - You are optimistic and enthusiastic. You have a reckless tendency to rely on luck since you lack talent. The majority of Sagittarius's are drunks or dope fiends. People laugh at you a great deal because you are always getting fucked.

**Capricorn Dec. 22—Jan. 19** - You are conservative and afraid of taking risks. You don't do much of anything and are lazy. There has never been a Capricorn of any importance. Capricorn's should avoid standing still for long periods of time as they tend to attract the fucking pigeons, who delight in decorating statues..

## A MERRY CHRISTMAS TO YOU

HAPPY CREW in ROOM 444



Show Card Writing Class instructed by Mr. George Krisman, receives 4 free tickets to attend Christmas Dinner and Dance at the Finescent Banquet Hall. The class was responsible for designing the show cards, as a class project, to promote the Student Council Dinner and Dance.

ST. JAMES CAMPUS ATRIUM, WHAT A MESS!

photo by WINSTON MALCOLM



Key Punch cards have added to the unnecessary work, for the janitors at St. James. The Atrium has recently come under attack by the childish actions of students and indicate that disciplinary action might have to be taken to stop it.



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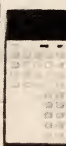
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